



# Who is Sam Ham?

Professor Sam H. Ham is Director of the Center for International Training and Outreach (CITO) and Professor of Communication Psychology and Tourism in the University of Idaho's Department of Conservation Social Sciences and Monash University's Tourism Research Unit (TRU) in Australia.

His research has focused on the psychological outcomes of interpretation in enhancing tourist experience and the ways in which communication can influence human cognition and behavior. To date, he has conducted research and training in 46 countries on six continents reaching a combined audience of more than 36,000.

He has authored more than 300 publications including two widely acclaimed books and is the recipient of many national and international awards for teaching and training.